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Alberta Market Data. October 1971.
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ALBERTA MARKET DATA

THE LAND

Total Area	255,285 square miles
Land	248,800 square miles

Of the ten provinces, Alberta ranks fourth in land area, forest cover, and population.

Principal Rivers:
North Saskatchewan, South Saskatchewan, Athabasca, Peace, Bow, Red Deer, Milk, Smoky, Oldman, Battle, Brazeau, Hay, Beaver, Pembina.

Climate:
The province is characterized by considerable variance in temperature between areas and seasons, moderated significantly by low humidity.

Temperature - Edmonton		Degrees F.
January	Mean Daily Maximum	15.2
	Mean Daily Minimum	- 2.0
July	Mean Daily Maximum	74.4
	Mean Daily Minimum	51.7

THE PEOPLE

Population:

June 1, 1961	1,332,000
June 1, 1971	1,634,000

Population per square mile - land area	6.50
Population per square mile - settled area	14.80

Estimated Population, Alberta, by Age Groups, 1970:

Age	Males	Females	Total
0 to 14	265,900	253,100	519,000
15 to 24	144,500	140,900	285,400
25 to 34	102,900	103,600	206,500
35 and over	299,900	289,200	589,100
TOTAL	813,200	786,800	1,600,000

Population - Alberta Cities:

	1961	1971
Calgary (Metro)	279,062	400,000
Camrose	6,939	8,903
Drumheller	2,931	5,240
Edmonton (Metro)	337,568	465,000
Grande Prairie	8,352	12,054
Lethbridge	35,454	40,856
Lloydminster (Alberta portion)	2,944	4,308
Medicine Hat	24,484	25,713
Red Deer	19,612	26,907
Wetaskiwin	5,300	6,586

Rural Population (%) 1970	28.0
Urban Population (%) 1970	72.0
Alberta Population (%) of Canada	7.5

Number of Cities in Alberta	10
Number of Towns	101
Number of Villages	169
Number of Counties	30
Number of Municipal Districts	18
Number of Improvement Districts	24
Number of Special Areas	3

THE GOVERNMENT

Alberta became a province in 1905. The Alberta provincial legislature has 75 members. The present government is Progressive Conservative.

THE GOVERNMENT (Continued)

Standings according to parties:

Progressive Conservative	49
Social Credit	25
New Democratic Party	1
	75

Premier - Honourable Peter Lougheed
Lieutenant Governor - Honourable Dr. J. W. Grant MacEwan

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COMMUNICATION

Telephones in Service	747,495
Number of T. V. and Rebroadcast Stations	41
Number of A. M. and F. M. Radio Stations	36
Number of Daily Newspapers	7
Number of Weekly Newspapers	106

TRANSPORTATION

	Track Miles
Canadian Pacific Railway	2,602
Canadian National Railway	2,125
C. P. - C. N. Joint Track	26
Alberta Resources Railway	235
Great Slave Lake Railway	300
Northern Alberta Railway	896
Total	6,184

Airlines:

Served by Air Canada, Canadian Pacific, Pacific Western Air West and Western Airlines. These airlines serve major Alberta cities, providing flights to points in Canada, the United States, Europe, Asia and Australia.

Highways and Roads: 1970

	(miles)
Total Mileage	85,859
Total Paved	5,585
Total Oil Treated	1,437
Total Gravelled	61,696
Total Graded	17,141

Motor Vehicles: 1970-71

	No.
Passenger Cars	525,524
Commercial Vehicles	223,842
Trailers	95,844
Motor Cycles	19,393
Dealers Vehicles	3,127
Total	867,730

BUSINESS ACTIVITY

Income:	Alberta	Canada
Personal 1960 ($)	2,085,000,000	28,921,000,000
1970 ($)	4,919,000,000	66,100,000,000
Per Capita 1960 ($)	1,615	1,618
1970 ($)	3,074	3,092

Farm Cash Income, 1970:	($000)
Grain	245,412
Livestock	359,323
Dairy Products	45,252
Poultry Products	35,908
Other	22,767
Total	708,662

LIBRARY
VAULT 19

BUSINESS ACTIVITY (Continued)

Investment - Public and Private - Alberta, 1971:

Per Capita Investment in Alberta	$ 1,635
Per Capita Investment in Canada	$ 1,170

Type	($ millions)	Alberta as % of Canada
Primary and Construction Industries	911.4	22.6
Manufacturing	177.4	4.0
Utilities	486.0	9.2
Trade, Finance and Commercial Services	154.2	7.3
Housing	482.2	10.3
Institutional Services and Gov't. Departments	459.6	9.6
Total	2,670.8	10.5

Retail Trade - Alberta, 1965, 1967, 1969 and 1970:

1965	$1,600,000,000
1967	$1,886,000,000
1969	$2,235,000,000
1970	$2,227,000,000

Manufacturing:

Value of Manufacturing Shipments - Alberta:

	1960 ($'000)	Estimate 1970 ($'000)
Food and Beverages	351,001	770,000
Leather	1,031	4,000
Textile	7,501	13,000
Clothing	11,729	21,000
Wood	39,357	110,000
Furniture and Fixtures	9,180	18,000
Paper and Allied	41,087	58,000
Printing, Publishing and Allied	30,074	64,000
Primary Metal	50,325	166,000
Metal Fabricating	52,633	140,000
Machinery	5,031	30,000
Transportation Equipment	26,180	65,000
Electrical Products	5,859	30,000
Non-Metallic Mineral Products	55,672	105,000
Petroleum Refinery	108,380	185,000
Chemical and Chemical Products	57,928	117,000
Miscellaneous Manufacturing..	6,998	46,000
Total	859,966	1,942,000

Value of Manufacturing Shipments - 1970 (Estimated):

Edmonton (Metro)	$ 779,000,000
Calgary (Metro)	$ 580,000,000

CONSTRUCTION

Building Construction, Alberta - 1971 (Estimates)

	($'000)
Residential	398,240
Industrial and Commercial	128,506
Institutional	118,710
Other Building	78,336
Total Building Construction	723,792

Engineering Construction, Alberta - 1971 (Estimates)

Road, Highway and Aerodrome	124,491
Railway, Telephone and Telegraph	58,717
Gas and Oil Facilities	599,053
Other Engineering	219,804
Total Engineering Construction	1,002,065
Total All Construction	1,725,857

CONSTRUCTION (Continued)

Building Permits:

	1960 ($'000)	1970 ($'000)
Calgary	68,918	172,910
Camrose	2,180	996
Drumheller	872	473
Edmonton	56,167	136,661
Grande Prairie	2,533	3,950
Lethbridge	7,088	24,193
Lloydminster	1,088	1,416
Medicine Hat	4,961	6,088
Red Deer	5,973	6,496
Wetaskiwin	1,369	774
Total 10 Cities	151,149	353,957
Total Alberta	203,423	420,797

MINERAL PRODUCTION

	1970 Value of Production ($'000)	% of Total Mineral Production
Petroleum, Crude	845,270	60.7
Natural Gas	299,903	21.5
Natural Gas By-Products ..	153,339	11.0
Sulphur	29,256	2.1
Cement	20,165	1.5
Sand and Gravel	10,000	0.7
Coal	25,656	1.8
Other	9,914	0.7
Total	1,393,503	100.0

FORESTRY

Merchantable Timber, 1970	59.7 billion cu. ft.
Pulpwood Production, 1970	312,833 Cunits
Sawn Lumber Production, 1970 .	445,000,000 bd. ft.
Total Value of Sales, 1970	$30,841,000

NET VALUE OF PRODUCTION

	1970 est. ($ Millions)	(%)
Agriculture	625.0	18.1
Forestry	7.0	0.2
Fisheries	1.1	-
Trapping	1.9	0.1
Mining	1,270.0	36.8
Electric Power	107.0	3.1
Manufacturing	650.0	18.8
Construction	790.0	22.9
Total	3,452.0	100.0

ELECTRIC POWER CAPABILITY
- Interconnected Systems

	1970 (mwh)	%	1974 est. (mwh)	%
Hydro Plants	680	27	788	25
Steam & Thermal Plants	1,815	73	2,400	75
Total Capability	2,495	100	3,188	100

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Department of Industry and Tourism,
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